

Message Text

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PAGE 01 STATE 238846

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DRAFTED BY DIBA/OER:LUNKOVIC

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FM SECSTATE WASHDC

TO AMEMBASSY TOKYO PRIORITY

UNCLAS STATE 238846

E.O. 11652: N/A

TAGS: BRXP, JA

SUBJECT: EXPORT PROMOTION QUESTIONNAIRE

1. OFFICE OF ECONOMIC RESEARCH IN COOPERATION WITH BUREAU OF INTERNATIONAL COMMERCE IS UPDATING AND EXPANDING TWO PREVIOUS STUDIES ON COMPARATIVE EXPORT PROMOTION. SHORT DEADLINE IS REGRETTED, BUT YOUR TELEGRAPHIC REPLY REQUIRED BY JANUARY 4 TO ALLOW PREPARATION COMPARATIVE REPORT FOR OMB.
2. THE PUBLICATION DATE OF THE LAST COMPARATIVE EXPORT PROMOTION STUDY WAS JULY 1971. WHAT ORGANIZATIONAL CHANGES, CHANGES IN EMPHASIS, REVISIONS, DELETIONS OR ADDITIONS HAVE BEEN MADE IN THE OVERALL EXPORT PROMOTION PROGRAM OF JAPAN SINCE JULY 1971? WHAT WERE MOTIVATIONS FOR THE CHANGES? PLEASE DESCRIBE AS FULLY AS POSSIBLE ANY NEWLY INSTITUTED PROGRAMS, OR THOSE PROGRAMS WHICH HAVE BEEN RADICALLY REVISED. HOW SUCCESSFUL HAVE NEW PROGRAMS BEEN? HOW HAS THE DEGREE OF SUCCESS BEEN MEASURED?
3. TO WHAT EXTENT HAVE EXPORT PROMOTION PROGRAMS BEEN PLANNED AGAINST GOALS OR PERFORMANCE STANDARDS CURRENTLY

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PAGE 02 STATE 238846

APPLIED TO EACH EXPORT PROMOTION TECHNIQUE AND FOR THE OVER-

ALL PROMOTION PROGRAM?

4. ARE THE PROGRAMS MONITORED AND/OR EVALUATED AGAINST THE PREDETERMINED GOALS? HAVE PROGRAMS SUCCEEDED WHEN EVALUATED AGAINST THESE GOALS? WHAT EVALUATION DATA IS AVAILABLE? IF ANY, PLEASE SUPPLY.

5. ARE REGIONAL, LOCAL, OR CITY GOVERNMENTS ACTIVE IN EXPORT PROMOTION? WHAT KINDS OF TECHNIQUES ARE USED ON THE LOCAL LEVEL? ARE THEY DESIGNED TO COMPLEMENT THE NATIONAL PROGRAMS? IS THERE ANY COORDINATION BETWEEN THE EXPORT PROMOTION PROGRAMS ON THE VARIOUS OF GOVERNMENT? ARE THE REGIONAL AND/OR LOCAL PROGRAMS EFFECTIVE? PLEASE SUPPLY ANY DATA AVAILABLE ON PROGRAM EFFECTIVENESS.

6. PLEASE FORWARD ALL AVAILABLE INFORMATION ON THE FLOATING TRADE FAIR, INCLUDING MEASURES OF EFFECTIVENESS AND BUDGET DATA.

7. ARE ANNUAL DOMESTIC TARGETS STILL IN EXISTENCE?

8. IN-HOUSE SOURCES INDICATE THAT IN FY 1973 THE JETRO ACTIVITIES AND BUDGET WERE ALMOST EQUALLY DIVIDED BETWEEN IMPORT PROMOTION AND EXPORT PROMOTION. WHAT IS THE FY 1974 RATIO? IN FY 1973 EXPORT PROMOTION EMPHASIS WAS ON EASTERN EUROPE AND ASIA. WILL THIS REMAIN TRUE IN FY 1974?
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